

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A system for storing and correlating various different identification and attribute information about a product, said system comprising:
 - a database to store a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes; and
 - a data collector to retrieve product information from at least one external source and automatically to associate said retrieved product information with prestored product information on the database and to normalize said retrieved product information in accordance with the prestored product information,
wherein said retrieved product information includes attribute information that is associated with the product and the data collector is to normalize said retrieved product information by translating attribute information into a canonical representation of the attribute information.

2. (Previously Presented) The system of claim 1, wherein the identifiers are selected from at least two of the following:

at least one of a model number associated with a manufacturer and other identifiers used by the manufacturer;

at least one of a part number associated with a distributor and other identifier used by the distributor;

at least one of an SKU associated with a vendor or and other identifier used by the vendor; and

a serial number.

3. (Previously Presented) The system of claim 1, wherein the database further stores information about features of the product.

4. (Previously Presented) The system of claim 1, wherein the database is utilized to assign a universal SKU to each product.

5. (Original) The system of claim 1, wherein the database is a relational database and the relationships between the identifiers is stored as a tuple.

6. (Original) The system of claim 5, wherein the database is controlled by SQL.

7. (Original) The system of claim 1, wherein said database is contained in a server connected to a distributed network.
8. (Original) The system of claim 2, wherein the distributed network is the Internet.
9. (Previously Presented) The system of claim 8, further comprising at least one third party server connected to the system through the Internet.
10. (Currently Amended) A method of storing product information in a database, the method comprising:
 - gathering product information from diverse external sources;
 - loading the gathered product information into the database;
 - for each product in ~~said~~ the gathered product information, determining whether ~~it~~ the product is already present in said database, and if so,
 - translating ~~associated product~~ attribute information that is associated with the product and included in ~~said~~ the gathered product information into a canonical representation of the attribute information as determined by an alias list in said database;

for each product determined as not being already present in said database, adding a product identifier and related product information to said database, wherein the database determines and stores the relationships between the various product identifiers for each new product represented in newly gathered information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.

11. (Previously Presented) The method of claim 10, further comprising:

transmitting the product information to a third-party server, wherein the transmitted product information contains a product identifier used by the third-party server.

12. (Currently Amended) A computer-implemented method for providing to a user at a single user-interactive location information relating to at least one of a product and a service of interest to the user, the method comprising:

gathering information on at least one of the product and the service, including at least two of the following types of information:

a general description of the at least one of the product and the service that includes at least one of the product features and the service features,

a numerical user rating of the at least one of the ~~the~~ product and the service,

at least one of the user reviews of the at least one of the product and the service,

at least one of an industry review of the at least one of the product and the service,

at least one of the comparison between the at least one of the product and the service and other similar items,

a list of at least one of the vendor that sells the at least one of the product and the service,

a list price of the at least one of the product and the service;

a price for the at least one of the product and the service at each of the at least one vendor,

data on the availability of the at least one of the product and the service at each of the at least one vendor,

a profile on each of the at least one vendor, and

an at least one of a rating and a review for each of the ~~the~~ at least one vendor;

storing the gathered information according to an at least one of the product identification and the service identification, wherein the information includes attribute information that is associated with the at least one product and service;

translating the attribute information into a canonical representation of the attribute information; and

outputting said information to said user in a format ~~whereby~~ that enables ~~said user has access by said user~~ to the gathered and the stored information related to the at least one of the product of interest and the service of interest.
and

~~suggesting at least one of a complementary product and a complementary service offered for sale with the at least one of the product and the service;~~

13. (Previously Presented) The method of claim 12, further comprising:
- displaying a list identifying a plurality of the at least one of the products and the services; and
 - receiving a user product input selecting the at least one of the products and the services from the list, wherein the displaying information displays information on the selected at least one of the products and the services.
14. (Previously Presented) The method of claim 13, further comprising:
- displaying a class list identifying a plurality of classes of the at least one of the products and the services;
 - receiving a user class input selecting one of the classes from the class list, and
 - displaying the at least one of the products and the services corresponding to the selected class.
15. (Previously Presented) The method of claim 13, further comprising:
- displaying a feature list identifying a plurality of the at least one of the product features and the service features; and
 - receiving a user feature input selecting the at least one of the product features and service features from the feature list, wherein;

displaying the at least one of the product and the service corresponding to the at least one selected of the product feature and the service feature.

16. (Previously Presented) The method of claim 12, wherein displaying further comprises displaying a picture.

17. (Previously Presented) The method of claim 12, further comprising:
allowing the user to add to the stored information a user review of the at least one of the product and the service.

18. (Previously Presented) The method of claim 12, further comprising:
allowing the user to add a rating of the at least one of the product and the service, wherein the rating is combined with an existing numerical user rating to form a new numerical user rating.

19. (Previously Presented) The method of claim 12, further comprising at least one evaluation of the at least one user review.

20. (Canceled)

21. (Currently Amended) The method of claim 10, further comprising:

assigning unique integer identifiers to each character string contained in said product information;

associating each unique integer identifier with its corresponding string in a look-up table; and

creating a file containing product identification information and product attribute information in the form of a listing of said unique integer identifiers;

~~whereby the assigning, the associating, and the creating to enable a~~ the traversal across said file with client queries to said database ~~are traversed across said file, the, a~~ retrieval of relevant integer identifiers ~~are retrieved, and the acquisition of~~ corresponding character strings ~~are obtained~~ from said look-up table for presentation to a client.

22. (Previously Presented) A method of carrying out a computer-implemented parameter-based search of a database containing records corresponding to various products, which include information identifying a plurality of definable parameters describing said products, comprising:

assigning a token integer to each character string corresponding to a particular parameter in said record database, wherein the value of the token integer corresponds to the location of the start of said character string in the database;

creating a look-up table of character strings, each being associated with its assigned token integer;

creating a record search file from said records in said database, wherein information from said database is reorganized sequentially by parameter type, and all token integers for each parameter type are arranged sequentially adjacent to each other;

retrieving a parameter search query from a user; and

carrying out said search query by traversing said record search file.